

THE STATE OF Sales Recruiting

What You Need to Know About Hiring Today



Sales occupations are often broken up into two parts:
Inside Sales and Outside Sales

Many companies have shifted their sales strategies to focus more on inside sales representatives

There are currently **14 million** salespeople in the U.S.

The attraction for inside sales reps is growing as employers are factoring in:

1. Activity demands
2. Costs
3. Specialization

IMPACT OF SALES TURNOVER



Turnover rates for sales positions are **20%** higher than other roles



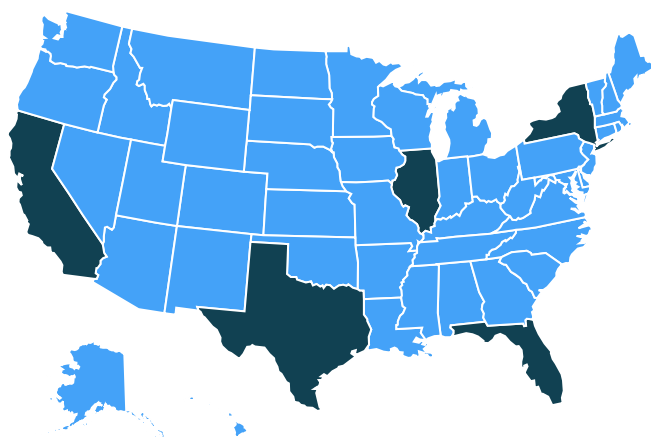
Ineffective on-boarding can increase turnover, as **40%** of companies say that it takes longer than 10 months for a sales rep to reach full productivity



Average tenure of a salesperson is less than **2 years**

Reducing sales rep turnover can boost both revenue and profitability over time

TOP 5 STATES FOR SALES REPS



State	Level of Employment	Annual Mean Wage
California	1,634,110	\$45,070
Texas	1,276,460	\$42,070
Florida	1,058,680	\$38,660
New York	923,140	\$54,200
Illinois	577,930	\$42,700

There will be **81,100** sales jobs that need to be filled by 2026

TIPS FOR RECRUITING SALES REPS



Reach out to passive sales candidates

Utilize tools and channels such as LinkedIn to reach out to candidates who may not be actively looking for an opportunity.



Referrals from current salespeople and employees

Referrals are the best way to market your company's culture and environment. Have a good incentive for your employees to bring in talent that may be in their network.



Perform a tailored phone screen

This is your chance to learn more about the candidate and see how they will fit in with your team and how they could grow but also a good way to hear their phone presence.



Consider engaging a specialized recruiting firm

Engaging a recruiter who specializes in the industry could help you cut down on the time to find top talent in the market.